

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ranka et al  
Serial Number: 10/017,074  
Filing Date: December 7, 2001  
Art Unit: 3688  
Examiner: Macasiano, Marilyn G.  
For: **Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NON-FINAL OFFICE ACTION**

This paper responds to the Office action mailed March 16, 2012.

Please amend the application as follows:

**IN THE CLAIMS**

Please amend claim 74 as set forth below.

A complete claim listing begins on the following page.